

Background Section

Scope of Work Section

Question 1: It sounds as if you'd like the design of the materials to coordinate with the 2005 annual report. I didn't see the 2005 annual report on the website.

Response: Please see <http://www.longbeachworkforce.org/> for a copy of the annual report. Posted 2/24/06

Question 2a: Photography is not listed in the scope of work. Will the client supply photography? Will cost of photography be added to the contract?

Response: To accommodate section 1 (c) of the RFQ, bidders should include in their fees, the cost to include stock 'business environment' looking photography in the design of the material. Posted 2/24/06

Question 2b: Do you anticipate having photography on the one-sided fact sheets?

Response: It is anticipated that business photography will also be used in the one-sided fact sheets. Posted 2/24/06

Question 3: Printing is not listed in the scope of work, yet you ask for cost of printing in the fee schedule. Are printing costs included or excluded from this proposal?

Response: Yes, Bidders are asked to include in their fee schedule the cost of printing. Quotes should include multiple pricing options based on a range of quantities. For example, please provide quotes for 5,000, 7,500, and 10,000 copies respectively. Final quantities will be based on competitive pricing. Posted 2/24/06

Question 4: With regard to languages, is the contractor to supply translations?

Response: Yes, the contractor is expected to provide translations in Khmer and Spanish. Posted 2/24/06

Question 5a: With regard to the printed material, will each piece incorporate all three languages or will there be separate printings in each language?

Response: Proposals should be based on printing materials separately in each language. Posted 2/24/06

Question 5b: If separate, will all languages be printed in the same quantities?

Response: It is anticipated that the separate printing for each language will be based on the following percentages: 10% in Khmer, 10% Spanish, and 80% in English. Posted 2/24/06

Question 6: If printing is to be included, additional specifications will be needed, such as print quantities and the number of fact sheets, for examples.

Response: Quotes should include multiple pricing options for various quantities of the lead marketing folders. Please see question 3 above. Insert/fact sheet pricing should be based upon quantities to support 5 inserts per folder. Posted 2/24/06

Question 6b: Also, could you please describe how/where the response card should be attached to the folder?

Response: Bidders should provide creative solutions for providing and attaching a response card to be included either as part of the lead marketing folder or as an insert. Posted 2/24/06

Question 6c: And also, please provide more information about the tiered pockets, such as how many pockets/flaps you envision in the folder, and whether you anticipate that they will be glued.

Response: Bidders should provide creative designs to incorporate 5-tiered pockets to accommodate inserts/fact sheets. Successful bidders will be expected to develop a corporate-like format that aligns each of the items listed in the Deliverables section of the RFQ. Posted 2/24/06

Question 6d: Will you want each printed piece to be delivered separately to be assembled by staff or do you anticipate that the folders will be assembled by the printer?

Response: Bidders are asked to deliver the lead marketing folder assembled, while the inserts should be provided separately so City staff can insert each as needed. Posted 2/24/06

Question 7: Are there existing materials that you currently use, so that we may see the amount of text needed to be translated? If not, could you give me the rough text for new design?

Response: Word count should be approximated from design parameters and layout specified in the RFQ. Please refer to our website, www.longbeachworkforce.org, Business Services link for an example of some of the services that may be incorporated into the design. Posted 3/6/06

Question 8: The fact sheets: It seems like they will change out depending on the programs being offered at the time. Is the selected agency responsible only for designing a templated fact sheet? Or will we also be writing the copy that goes on the fact sheet?

Response: Successful bidder will be responsible for designing the templates and only provide assistance with the copy. The Bureau will provide base copy. Posted 3/7/06

Question 8b: Do you have an idea of how many fact sheets?

Response: Approximately 5, see question 6c above. Posted 3/7/06

Question 9: Fact sheets vs. inserts: Are these the same thing? Or are the inserts something different?

Response: Same. Posted 3/7/06

Question 10: What is the size of the self-mailer response card

Response: Final design and format will be based upon the creative designs presented by the successful Bidder. Posted 3/10/06

Question 11: Regarding the tiered pockets, does the layout have to be tiered or can we propose other methods to incorporate the fact sheets?

Response: Alternative formats are welcome; we will look to bidders to propose the most creative and cost effective method of incorporating fact sheets. Therefore, other approaches will be considered as long as they enable us to add or remove information easily. We want to have the option of using the fact sheets as stand alone handouts as well. Posted 3/10/06

Submission Requirements Section

Question 1. How does a proposer become a Affirmative Action/Equal Opportunity Employer, i.e., where can I get information about this?

Response: All recipients of government funding are required by law to comply with Equal Employment Opportunity provisions in Executive Order (E.O.) 11246 (nondiscrimination in employment by government contractors and subcontractors), as amended by E.O. 11375 and supplemented by the requirements of 41 CFR, Part 60. By complying with this statute the employer is an Affirmative Action/Equal Opportunity Employer. Posted 2/24/06

Question 2. I am not familiar with Blanket Honesty Bonds. Can a proposer contact the Long Beach Risk Manager for assistance on this?

Response: Please ignore this requirement. In the case of this RFQ a blanket honesty bond will not be required. Posted 2/24/06

Question 3. If we have a concept for this project, could we recommend it and price it in the proposal, or are these specs final?

Response: Bidders are asked to submit proposals that are creative, yet consistent with the general format outlined in the "Deliverables" section of the RFQ. Posted 3/1/06

Question 4. Do we have to file the required insurance documentation before the bid is awarded?

Response: Yes, bidders should include this information with their proposal. Posted 3/7/06

Question 5. We are asked to submit 2 copies of our proposal, does this mean each copy needs to have it's own set of samples also?

Response: Yes. Posted 3/10/06

General Section

1. And, finally, where on the website will the answers be Posted.

Response: Please log on to www.longbeachworkforce.org. Information is listed under Announcements/RFQ/Marketing Services. Posted 2/24/06

2. What is the deadline for questions to you? I have started review, and have some, but would like to compile all my questions into one set.

Response: The deadline to submit proposals is 12:00 p.m. on March 20, 2006. Questions will not be accepted after that deadline. Posted 3/1/06

3. Do you require us to use a union printer?

Response: No. Posted 3/1/06